**Accounting 1 Introductory Activity 25 points**

Discover Yahoo! Finance and learn how to navigate the website and find critical information. Then discover the financial information pertaining to each corporation.

Example that will be demonstrated: Target Corporation

Complete the following questions that will help you discover more about two different corporations. You will then share with your peers your discoveries and interpretations about the current state of each company.

**20 pts (2 per company)**

1. The name of the company?
2. When did the company begin and where?
3. What does the company do in terms of its business (Services, Product, Distribution, etc) Describe in detail.
4. Who is the Chief Executive Officer (CEO)
5. Name 2 Major Competitors and explain how the are considered a competitor
6. What are their Total Revenue, Cost of Revenue, and Gross Profits for the most recent year?
7. What is their Net Income?
8. What are the company’s total assets and total current assets for the most recent fiscal year?
9. What are the company’s total liabilities and total current liabilities for the most recent fiscal year?
10. What is the total stockholder’s equity for the most recent fiscal period?

**5 pts**

11.) By your initial discovery, describe if you feel that the businesses are doing well or have the businesses struggled over the past few years? Provide reasons to support your answers.